Malik Amodi

SALESFORCE MARKETING CLOUD CONSULTANT

CONTACT ME

📍 Aurangabad, Maharashtra

📞 +91 7744828856

✉️ malikalamodi@gmail.com

in https://www.linkedin.com/in/malikamodi/

AWARDS

◎ Team Spotlight Award (Wells Fargo 2023)

◎ Trailhead Ranger

SKILLS

◎ Salesforce Marketing: Cloud, Marketin CloudAccount Engagement, Data Cloud.

◎ Third party Apps: Litmus, Skid, Avocado

◎ Solution Architect

◎ Business Analysis

◎ Project Management

PROFESSIONAL SUMMARY

▸ 7 years of experience with 4+ years hands-on experience working on Salesforce marketing cloud.
▸ Salesforce Certified Marketing Cloud Consultant.
▸ Salesforce Certified Marketing Cloud Developer.
▸ Salesforce Certified Marketing Cloud Email Specialist.
▸ Salesforce Certified Marketing Cloud Admin.
▸ Certified Datorama Admin: Platform Fundamentals.
▸ PRINCE2 foundation certificate in project management.
▸ Certified Medallia Customer Experience.
▸ Master of Science from Birmingham City University, Birmingham, UK.
▸ Good knowledge on SQL, Ampscript, Execution of A/B Testing, Automation Studio and Journey Builder.
▸ Experience/ knowledge on tools such as Litmus/Email
▸ Self-starter, team player and quick learner.

WORK EXPERIENCE

Modes Inc, Senior Marketing Consultant

May 2023 - Present

▸ Design and implement Salesforce Marketing Cloud solutions that help our clients meet their business goals.
▸ Experience with Marketing Cloud's Email Studio, Automation Studio, Mobile Studio, Journey Builder, MC Connect, Audience Builder, and SQL Query Builder.
▸ Facilitate workshops and information-gathering sessions with clients to define business requirements.
▸ Create user stories based on business requirements and plan SFMC Solutions to meet user story acceptance criteria.
▸ Demonstrate SFMC functionality to stakeholders and facilitate knowledge-sharing sessions to set clients up for future success with their new marketing platforms.
▸ Create and execute timelines for implementation and all phases of the delivery lifecycle, including design, development, testing, deployment, training, and support after implementation.
▸

Wells Fargo, Senior Marketing Consultant

July 2022 – May 2023
Senior Marketing Consultant, supporting Marketing Cloud users.

▸ Act as power user to build and deploy email campaigns including personalization and dynamic content across different Marketing Cloud Studios and Builders including Email Studio, Content Builder, Journey Builder and Automation Studio.

▸ Design and build automations, journeys and re-marketing campaigns, working closely across the marketing team to provide input on best practices for client journeys.

▸ Develop A/B testing strategies and monitor email performance; optimization across programs from key learnings.

▸ Working with stakeholders to understand key campaign parameters and inputs, such as subscriber audience, program frequency,

- degree of personalization and overall creative approach.

- Set up email creative for internal team approvals, schedule deployment and complete post-deployment checks.

- Identify and resolve potential issues proactively.

- Partner and collaborate with peers to ensure knowledge sharing and process efficiencies.

Deloitte Digital, Marketing Cloud Consultant

Oct 2021 – July 2022

- Analyse and identify gaps in functional/business requirements and should be able to effectively communicate this to both Business and Functional analysts.

- Develop end-to-end marketing automation solution leveraging contact builder, email studio, automation studio, journey builder etc..

- Own all stages of development process: design, testing, implementation, operational support.

- Defining strategy developing requirements and implementing practical business solutions.

- Responsible for overall quality, including QA of email, segmentation and accurate delivery. Help them to optimize Marketing automation, enabled by the Salesforce Marketing Cloud.

- Clear understanding of business, creative and technical requirements documentation and user stories.

- QA integration of triggered email functionality using Salesforces Data Extensions.

- QA of customer journeys and automations.

- Support for render testing and seed test deployment.

- Refine, improve and document QA workflow processes.

- Understand and review segmentation to ensure accuracy according to targeting matrices.

- Ability to manage time and meet realistic deadlines.

KPMG, Marketing Cloud Associate Consultant

March 2021 – Sept 2021

- Developing and maintaining the Salesforce and marketing cloud platform to ensure continued delivery of innovative, high-quality solutions to meet business needs.
- Acting as the liaison between various internal groups, the SFMC administrator, executing day-to-day configuration support, maintenance and improvement of CRM platform.
- SFMC campaign optimization, Salesforce customization and campaign testing.
- Supporting campaigns on SFMC, journey building, automation studio and email studio.
- Engaging with business, gathering requirements, conducting ongoing support and user training.
- Business analysis and other activities for enhancements and upgrades.

Deloitte Digital, Marketing Cloud Consultant

July 2019 – March 2021

- Analyse and identify gaps in functional/business requirements and should be able to effectively communicate this to both Business and Functional analysts.
- Develop end-to-end marketing automation solution leveraging contact builder, email studio, automation studio, journey builder etc.
- Own all stages of development process: design, testing, implementation, operational support;
- Defining strategy developing requirements and implementing practical business solutions.
- Responsible for overall quality, including QA of email, segmentation and accurate delivery. Help them to optimize Marketing automation, enabled by the Salesforce Marketing Cloud.
- Clear understanding of business, creative and technical requirements documentation and user stories.
- QA integration of triggered email functionality using Salesforces Data Extensions.
- QA of customer journeys and automations.
- Support for render testing and seed test deployment.
- Refine, improve and document QA workflow processes.
- Understand and review segmentation to ensure accuracy according to targeting matrices.
- Ability to manage time and meet realistic deadlines.

Pentaur Technology Pvt Ltd, Marketing Cloud Consultant

Sep 2018 – June 2019

- Contribute to successful design and delivery of Salesforce implementations.
- Overseeing technical implementations and providing best practice solutions across integration, SQL, AMPscript.
- Migrate all assets from Market to Salesforce Marketing Cloud (Exact Target). Exported from Marketo and then imported to Exact Target.
- Ensures delivery against SLAs
- Ensures best practices are implemented for design and cross email client behavior, deliverability, reputation management, CAN-SPAM and GDPR compliance
- Help them to optimize Marketing automation, enabled by the Salesforce Marketing Cloud.
- Design, Develop, Test and Deploy Automation studio and Journey Builder.
- Defining strategy, developing requirements and implementing practical Journey Builder business solutions.
- Strong quantitative, strategic and data visualization skills highly recommended, and working knowledge of HTML.
- Prepare documentation and steps on how the migration will take place.
- Understanding the esoteric nature of email design, delivery, analytics and be able to effectively communicate this to non-technical stakeholders.

Iqra Technology, Marketing Cloud Consultant

May 2017 – Apr 2018

- End to End campaign management in Email studio, Mobile connect of Salesforce Marketing cloud.
- Creating the assigned campaigns in Salesforce marketing cloud (Exact target) campaign tool based on available templates as per client requirement.
- Including creation and implementation of Data extensions/relationships for Marketing Databases.
- Had the primary responsibility for creating, executing and optimizing multi- faceted campaigns (predominately on Salesforce Marketing Cloud). I closely collaborated with the client Marketing team as well

as key internal resources and external partners to ensure flawless, on-time, and high impact campaigns.

- ▶ My other day-to-day tasks included building email templates and content modules, running email campaigns, building journeys and setting up automations such as data extracts or imports.
- ▶ Closely collaborating with Directors and Managers of various teams to architect technological solutions on email studio, automation studio and journey builder with marketing cloud.
- ▶ Setup automated customer journeys and design cross-channel marketing strategies to meet bran initiatives.
- ▶ Design and develop solutions in scripting languages, SQL, AmpScript & HTML.

EDUCATION

Birmingham City University UK(2017)

MSC Computer Science Postgraduate Certificate [2:2]

Dr Dabasaheb Ambedkar Marathwada University, Aurangabd (2013)

Bachelorof Science, Information Technology [First]